

**DEPARTMENT  
NAME**

Municipal Auditorium

**DEPARTMENT  
MISSION**

The mission of the Nashville Municipal Auditorium is to provide multipurpose venue and event coordination products to the citizens of Nashville so that they can experience a positive economic impact through a variety of public and private events.

## STRATEGIC GOALS

### Goal One

By 2012, customers of the Municipal Auditorium will experience significant increases in event awareness and venue presence resulting in greater economic impact for the Nashville community as evidenced by:

- % increase in the number of profitable events
- % increase in sponsorship dollars
- % increase in annual attendance

### Goal Two

By the year 2012, the customers of the Nashville Municipal Auditorium will experience a greater level of customer satisfaction and an enhanced event experience via upgraded technologies, as evidenced by:

- % of attendees who report a satisfactory level with venue accommodation and upgrades.
- % of promoters who report satisfaction with venue upgrades
- An increase in the annual % of eTickets scanned by TicketFast technology

### Goal Three

By 2013, the citizens of Davidson County will experience a rise in economic impact as evidenced by:

- Increased number of shows
- Rise in the % of sales tax dollars collected by the Municipal Auditorium from tickets, concessions and novelties.
- Increase more profitable events
- Increase in the % of Convention and Visitors Bureau-determined impact

### Goal Four

By 2013, the customer will experience safe and convenient parking options while attending Municipal Auditorium events as evidenced by:

- % of the time that events are not delayed due to parking
- % of customers reporting satisfaction with parking options

## LINES OF BUSINESS

### Line of Business One – Purpose Statement

The purpose of the Business Development Line of Business is to provide marketing and sales products to prospective event organizers and attendees so they can host and/or attend events at the Municipal Auditorium.

### LOB One – Key Results

Percentage of events booked at the Municipal Auditorium.

### Line of Business Two – Purpose Statement

The purpose of the Operations Line of Business is to provide facility preparation and customer service support products to event organizers and attendees so they can experience a successful event.

### LOB Two – Key Results

Percentage attendees and event organizers who experience a safe and well maintained facility.

Percentage of attendees who say they had a positive event experience.

## PROGRAM

**Line of Business  
Purpose Statement**

The purpose of the Business Development Line of Business is to provide marketing and sales products to prospective event organizers and attendees so they can host and/or attend events at the Municipal Auditorium.

**Program Name**

Venue Booking

**Program Purpose Statement**

The purpose of the Venue Booking program is to provide sales and marketing products to prospective event organizers so they can book an event at the Municipal Auditorium.

**Family of Measures: Result  
Measure(s)**

Percentage of events booked at the Municipal Auditorium

**Family of Measures: Output  
Measure(s)**

Number of price quotes delivered (key)  
Number of rental applications completed

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

Available dates delivered

**Family of Measures: Demand  
Measure(s)**

Number of price quotes demanded  
Number of rental applications demanded

**Please list measures, if any, for this program that might be determined via a public survey.**

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**Products**

Facility information responses Venue brochures Faxed diagrams Online brochures Price quotes (key) Facility tours Rental Applications Marketing consultations Build manifests (seating diagrams) Event cost estimates Contract negotiations responses Service lists Insurance requirements Parking information contacts Available dates Sales reports Marketing reports Managers reports
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## PROGRAM

**Line of Business  
Purpose Statement**

The purpose of the Operations Line of Business is to provide facility preparation and customer service support products to event organizers and attendees so they can experience a successful event.

**Program Name**

Facility Preparation

**Program Purpose Statement**

The purpose of the Facility Preparation program is to provide production support products to event organizers and attendees so they can experience a safe and well maintained facility.

**Family of Measures: Result  
Measure(s)**

Percentage attendees and event organizers who experience a safe and well maintained facility

**Family of Measures: Output  
Measure(s)**

Number of facility projects completed

- Maintenance Projects
- Setup Projects

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

**Family of Measures: Demand  
Measure(s)**

Number of facility projects demanded

- Maintenance Projects
- Setup Projects

**Family of Measures: Efficiency  
Measure(s)**

Expenditure per facility project completed

- Maintenance Projects
- Setup Projects

**Please list measures, if any, for this program that might be determined via a public survey.**

Percentage attendees and event organizers who experience a safe and well maintained facility

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**Products**

- Updated dressing rooms
- Staff positions
- Tables, chairs
- Requested setups, stages
- Equipment (chairs, tables, stage, forklifts, curtains)
- Medical services
- Parking spaces for production
- Sound system
- Lights
- Security hours
- Seating manifests
- ADA equipment and spaces
- Clean venue
- Communications methods
- Clearcom system stations
- Event power sources
- Maintenance sessions
- Event instructions
- PNL statements
- Facility projects (key?)
  - Maintenance projects
  - Set-up projects

## PROGRAM

**Line of Business  
Purpose Statement**

The purpose of the Operations Line of Business is to provide facility preparation and customer service support products to event organizers and attendees so they can experience a successful event.

**Program Name**

Customer Service

**Program Purpose Statement**

The purpose of the Customer Service program is to provide information and event enhancement products to event attendees so that can have a positive event experience

**Family of Measures: Result  
Measure(s)**

Percentage of attendees who say they had a positive event experience (Survey)

**Family of Measures: Output  
Measure(s)**

Number of information responses delivered

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

**Family of Measures: Demand  
Measure(s)**

Number of information responses demanded

**Family of Measures: Efficiency  
Measure(s)**

Expenditure per information response delivered

**Please list measures, if any, for this program that might be determined via a public survey.**

Percentage of attendees who say they had a positive event experience



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**Products**

Concessions Beer servings Souvenirs Tickets In person request responses Customer feedback responses Event information Information responses Ticket information Ticket reconciliation reports Contract revision consultation Promoter "Thank you" letters
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